Application of: Woo Sung Lee

Serial No.: 10/597,056

Amendment A

AMENDMENTS TO THE SPECIFICATION:

Please replace the Title of the Invention with the following amended Title:

METHOD FOR OFFERING A SEARCH-WORD ADVERTISEMENT AND GENERATING A
SEARCH RESULT LIST IN RESPONSE TO THE SEARCH DEMAND OF A SEARCHER
AND A SYSTEM THEREOF AND SYSTEM FOR MANAGING ADVERTISER'S
ACCOUNT IN KEYWORD ADVERTISEMENT